









YOU DESCRIBE MONTANA?

Now before you get ready to take a deep breath and profess some long-winded praise for the place, try doing it in a few words. TOUGH, HUH?

Well, that's what this book is for. It's here to help Montanans share our story with our visitors. To give you all the things that make up the brand of Montana and help put them into folks' heads simply. Succinctly. And, dare we say, with a romantic wit about it all.

Based on the research we've conducted, the following pages describe:

- + The pillars upon which our brand rests.
- + The tone that we'll use to communicate the brand.

We invite you to sit back. Read a bit. Take it all in. Then let this book do the talking for you.

WHAT IS A BRAND?

It's more than what you put on cattle. And while we do think our state should leave a lasting impression on folks, we hope you will do it in a less painful way. Our brand is not some fancy ad slogan, logo or tagline. Or everyone throwing in everything they like. That's what soup is for.

Simply put, a brand is:

- + The essential attributes that distinguish Montana from its competitors.
- + The direct or indirect experience guests have with our state.
- + The public perception of those who visit or live in Montana.
- + A strategic roadmap for advertising, marketing and promotion.
- + Something that does not change from year to year.





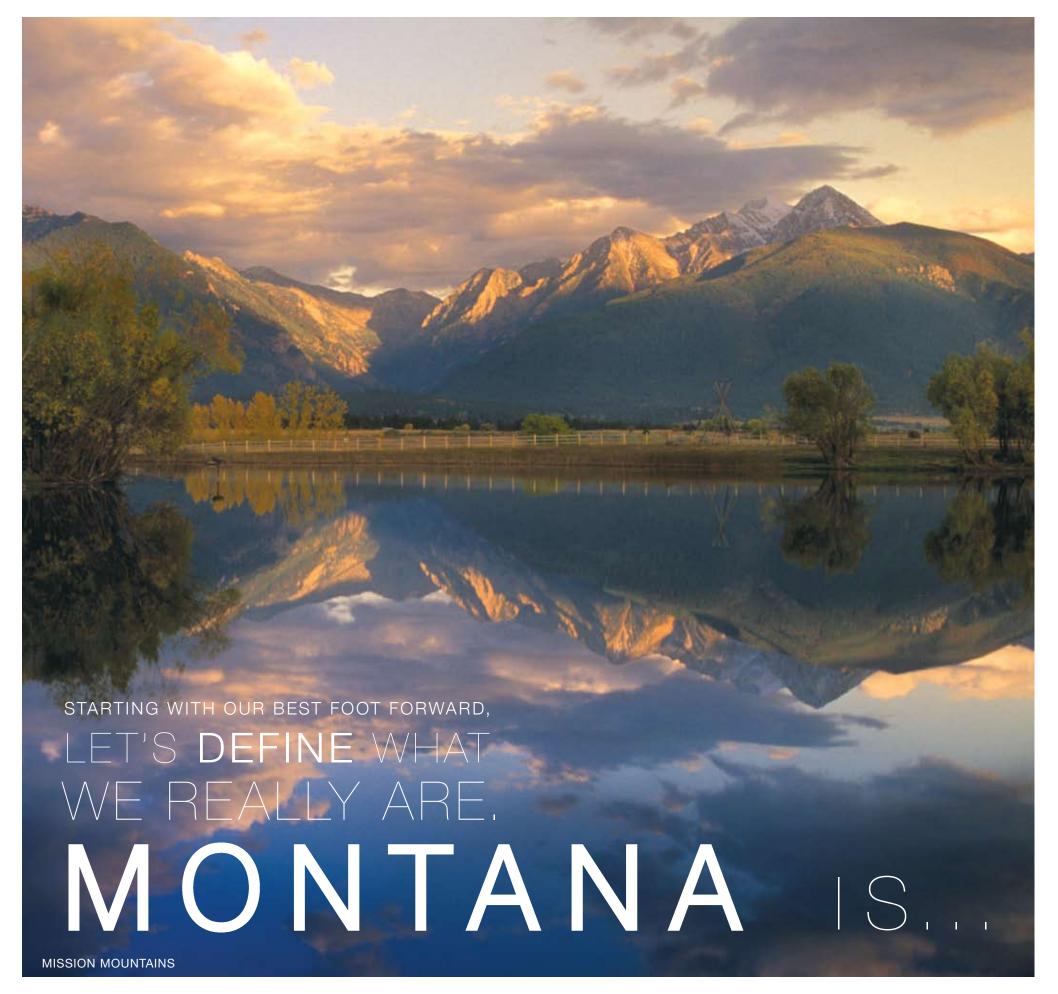
As much as Montana has grown over the years, this remains a straight-up, know-your-neighbor, Main Street kind of place. Jargon, particularly of the marketing type, is not much appreciated. Yet by all accounts, there's no shortage of marketing around here. When you add up all the money spent by the various businesses and organizations promoting Montana, it tallies nearly \$80 million, according to a recent estimate.

But true to the rugged individuality that we're often noted for, there has, unfortunately, been little coordination of those marketing efforts.

That's why a brand is important. It unites us. Like the settlers who came here in the 1800s and the native peoples before them, more is accomplished to a greater degree of success when we work together toward a common goal.

Branding Montana will:

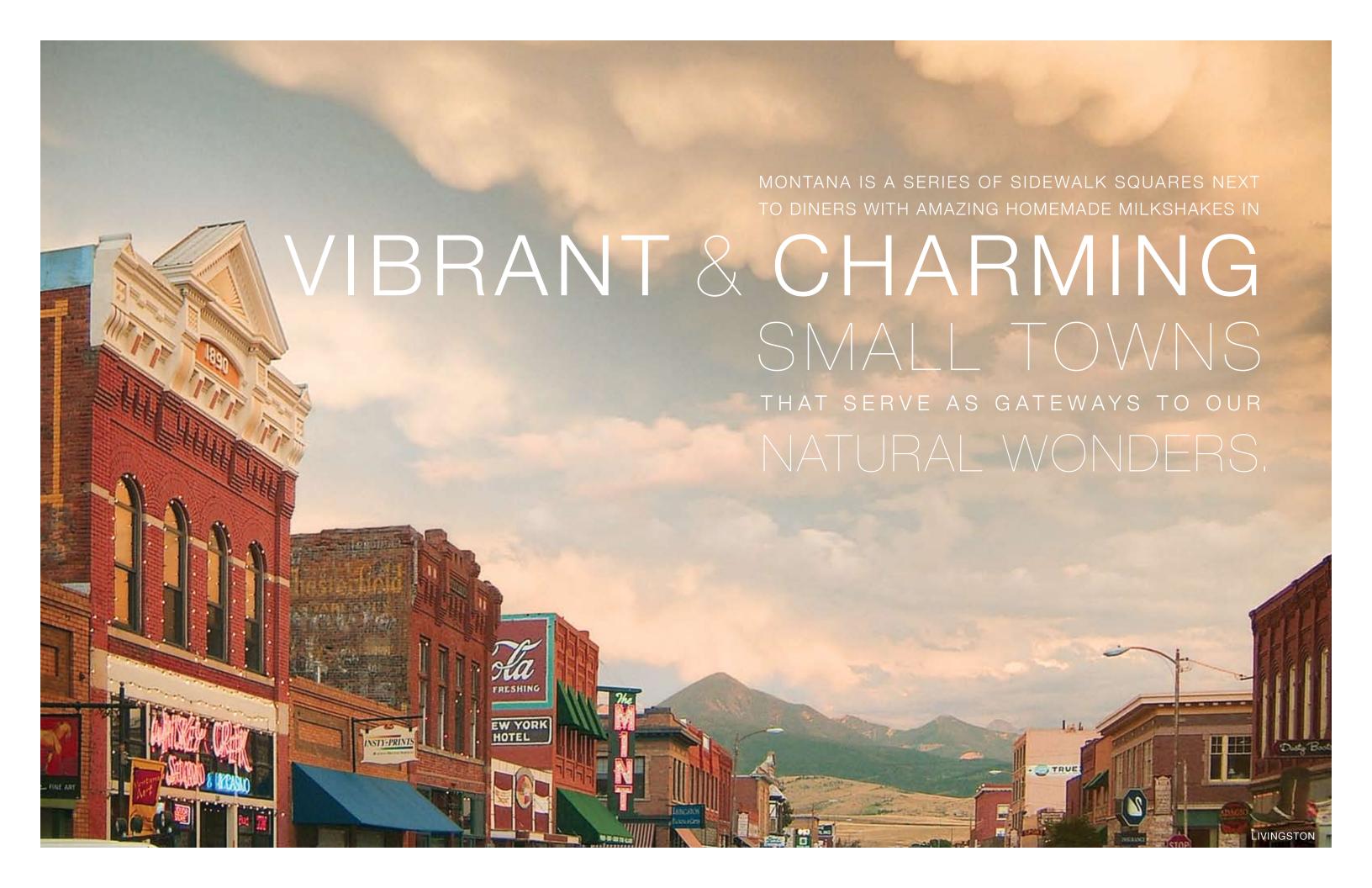
- + Unite our efforts to market Montana with a more cohesive voice.
- + Give Montanans the tools they need to market the state with this unified voice.
- + Bolster Montana's economic success and its \$3 billion tourism industry.
- + Help all Montanans work together to preserve and enhance the true assets of this state. The people, the towns and the natural environments.

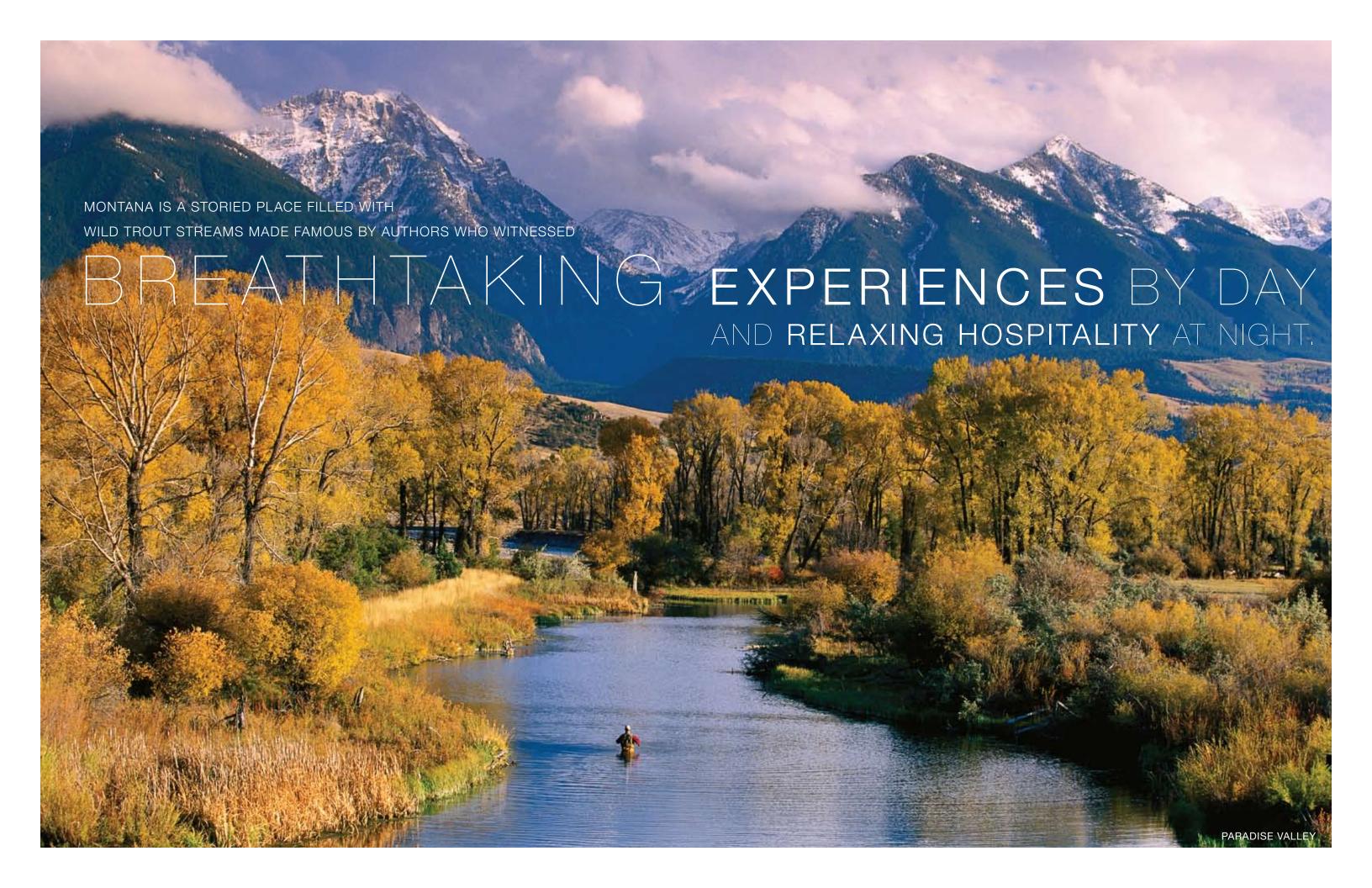






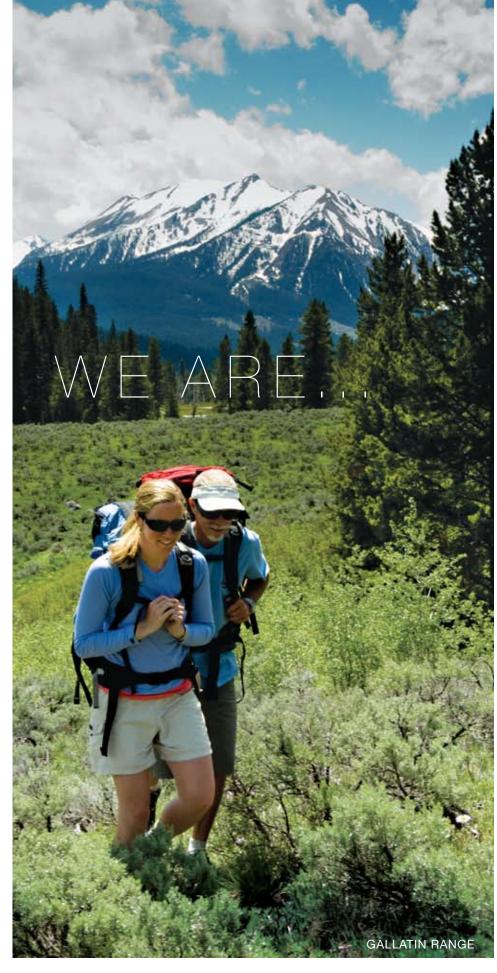




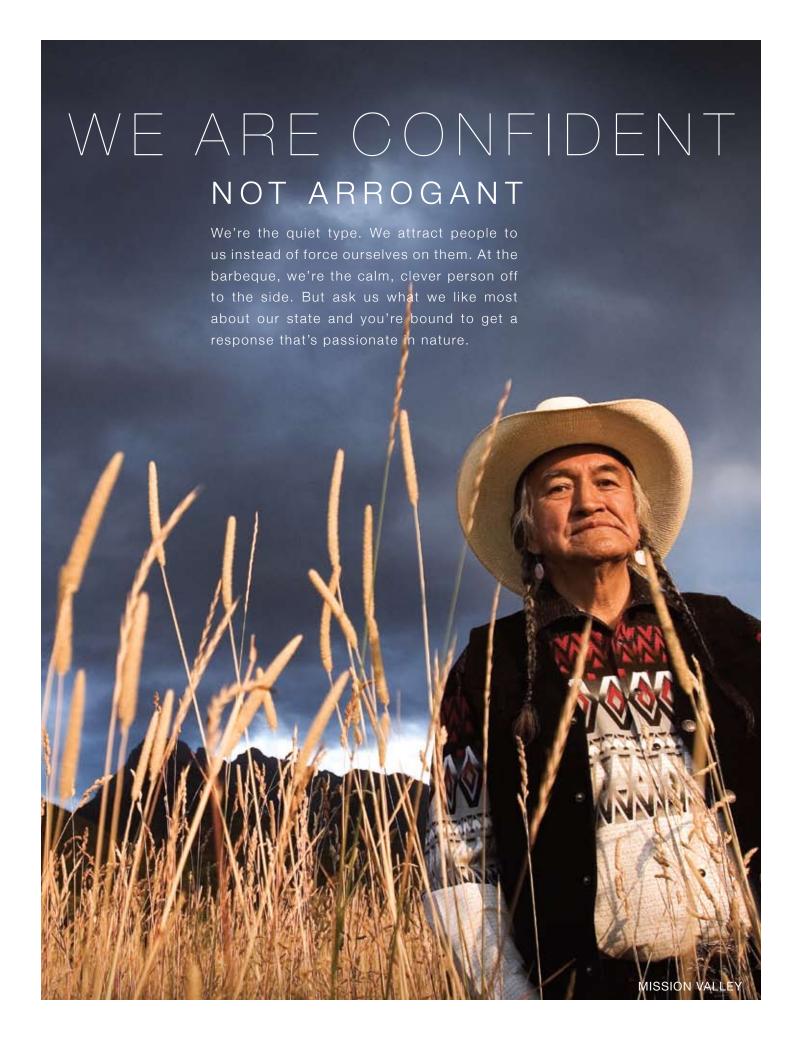


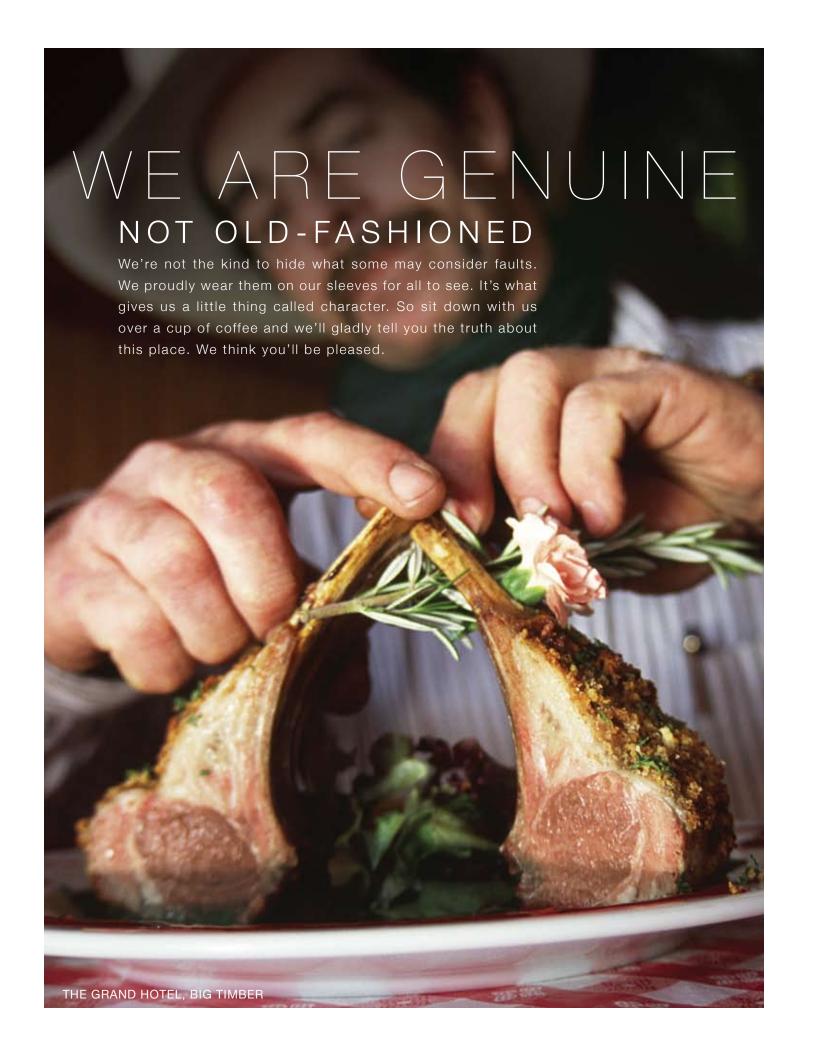


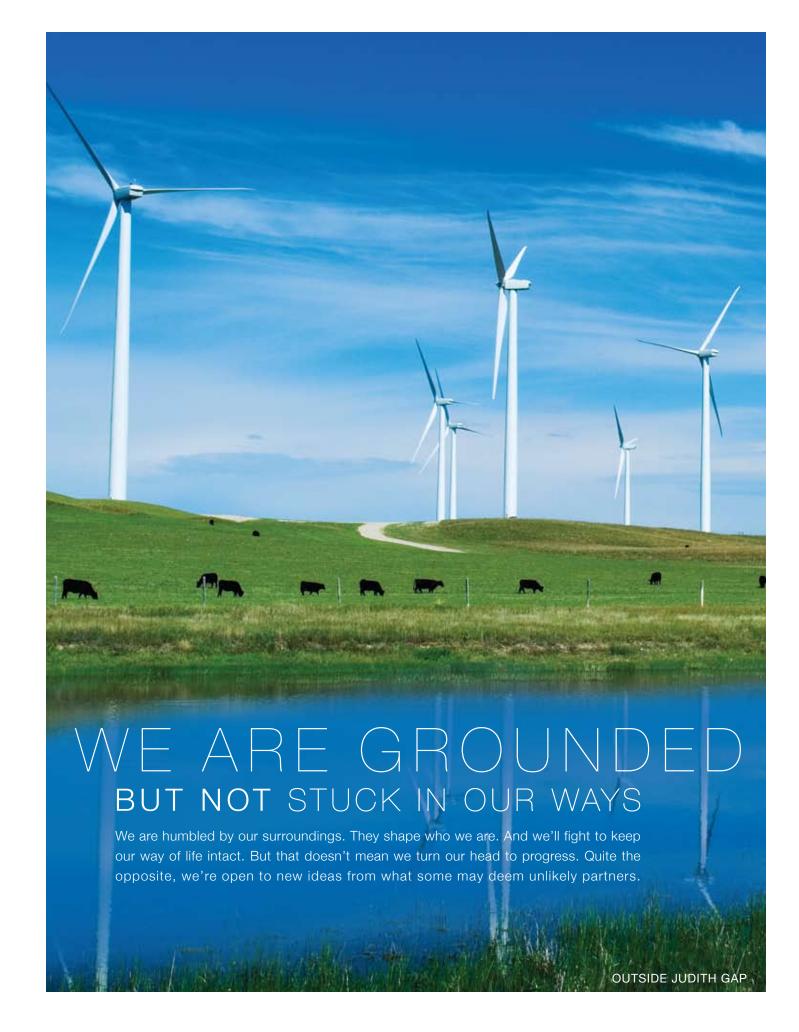












IF A JOB'S WORTH

If that old proverb wasn't coined by a Montanan, it should've been. Hard work is certainly another trait that defines Montanans. Previous generations will tell you that things aren't always easy around here. And better coordinating our marketing efforts won't be, either.

This book showcases our brand and the tone from which we will communicate it. Companion resources will give you a few tools to use in your own marketing efforts to help make the coordination a little easier.

But ultimately, the power to create economic success for this fine state rests in the same place it always has. In our very own hands. When we better coordinate our promotional dollars, we better ensure the viability of one of Montana's most important industries. It's time to roll up our sleeves, dig into *Using the Montana Brand* and get to work.

